



MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Product/Service Management

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Generate product ideas.
- Explain the nature of product/service branding.
- Describe the role of customer voice in branding.
- Describe factors used by marketers to position products/services.
- Analyze product information to identify product features and benefits.

CASE STUDY SITUATION

You are to assume the roles of the director of product development and the director of branding for BALANCE, a wearable fitness technology company. The vice president (judge) wants your team to recommend additions and changes to a current product that will attract a new demographic.

BALANCE created a smart ring that collects health data from the wearer's finger, much like a heart rate monitor or activity bracelet. The activity data is collected by the ring and transmitted via Bluetooth to the BALANCE smartphone app. BALANCE's sensors capture data at higher frequency than competitors' wearable products, and they are comfortable for sleeping and during exercise.

The first three generations of the BALANCE smart ring have all had the same look and feel, dark metal colors with outward ridges. The information that BALANCE rings collect include: activity, heart rate, blood oxygen, sleep patterns and rest/recovery.

BALANCE rings were produced to appeal to younger generations. Many Generation Z and younger Millennials do not like the bulkiness or the look of bracelet type fitness trackers, so marketers hoped the BALANCE rings would be a better match. Instead, the majority of BALANCE ring wearers are older Millennial men.

The vice president (judge) wants your team to help create the next generation of BALANCE rings. The vice president (judge) wants your team to make recommendations to the appearance of the ring and to suggest additional monitoring the product could supply that would appeal to a younger clientele.

You will present your ideas to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the vice president's (judge's) questions, the vice president (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the vice president for BALANCE, a wearable fitness technology company. You want the director of product development and the director of branding (participant team) to recommend additions and changes to a current product that will attract a new demographic.

BALANCE created a smart ring that collects health data from the wearer's finger, much like a heart rate monitor or activity bracelet. The activity data is collected by the ring and transmitted via Bluetooth to the BALANCE smartphone app. BALANCE's sensors capture data at higher frequency than competitors' wearable products, and they are comfortable for sleeping and during exercise.

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You want the director of product development and the director of branding (participant team) to help create the next generation of BALANCE rings. You want the director of product development and the director of branding (participant team) to make recommendations to the appearance of the ring and to suggest additional monitoring the product could supply that would appeal to a younger clientele.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. What is the best communication channel to use to reach the younger demographic?
2. How can we tell if the new product is successful in gaining a younger clientele?

Once the director of product development and the director of branding (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of product development and the director of branding (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



MARKETING MANAGEMENT TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Generate product ideas.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the nature of product/service branding.	0-1-2-3	4-5-6	7-8-9	10	
3.	Describe the role of customer voice in branding.	0-1-2-3	4-5-6	7-8-9	10	
4.	Describe factors used by marketers to position products/services.	0-1-2-3	4-5-6	7-8-9	10	
5.	Analyze product information to identify product features and benefits.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						